

705—1.12(99E) Advertising. Advertising for lottery games may include print advertisements, radio and television advertisements, billboards, and point of purchase display materials. Promotional and advertising items may be used, including brochures; posters; signs; buttons; hats; T-shirts; video and audio tapes; hot air balloons; umbrellas; canopies; slides; pictures; food items; bags; flyers; pins; coins; certificates; cups; fans; glasses; pens; pencils; and any other materials deemed appropriate advertising, informational, and educational media by the lottery. The lottery shall produce special posters, brochures, or flyers describing the use of lottery revenue. These materials shall be provided to lottery retailers for posting or distribution.

This rule is intended to implement Iowa Code sections 99E.9(3) and 99E.9(3) “*m.*”